



HOME ENTERTAINMENT MARKET REVIEW (2020 & Q4)

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Market Executive Summary

Total Physical & Digital Transactional Home Entertainment Market generating **\$537M** in sales value in 2020

Physical & Digital Transactional Markets both experiencing declines in Q4 due to the significantly **lighter New Release Slate**

2020 Digital Market **EST (-6%) & VOD (-3%)**

2020 Physical Market **-23%**, while TV **-11%** & Film Catalogue **-15%** performed ahead of the overall physical market decline.

#1 TITLES for Q4 2020 were **Trolls World Tour (EST), Unhinged (VOD) & Mulan (Physical)**

#1 TITLES for 2021 YTD are **The Undoing S1 (EST), Tenet (VOD) & Rams (Physical)**

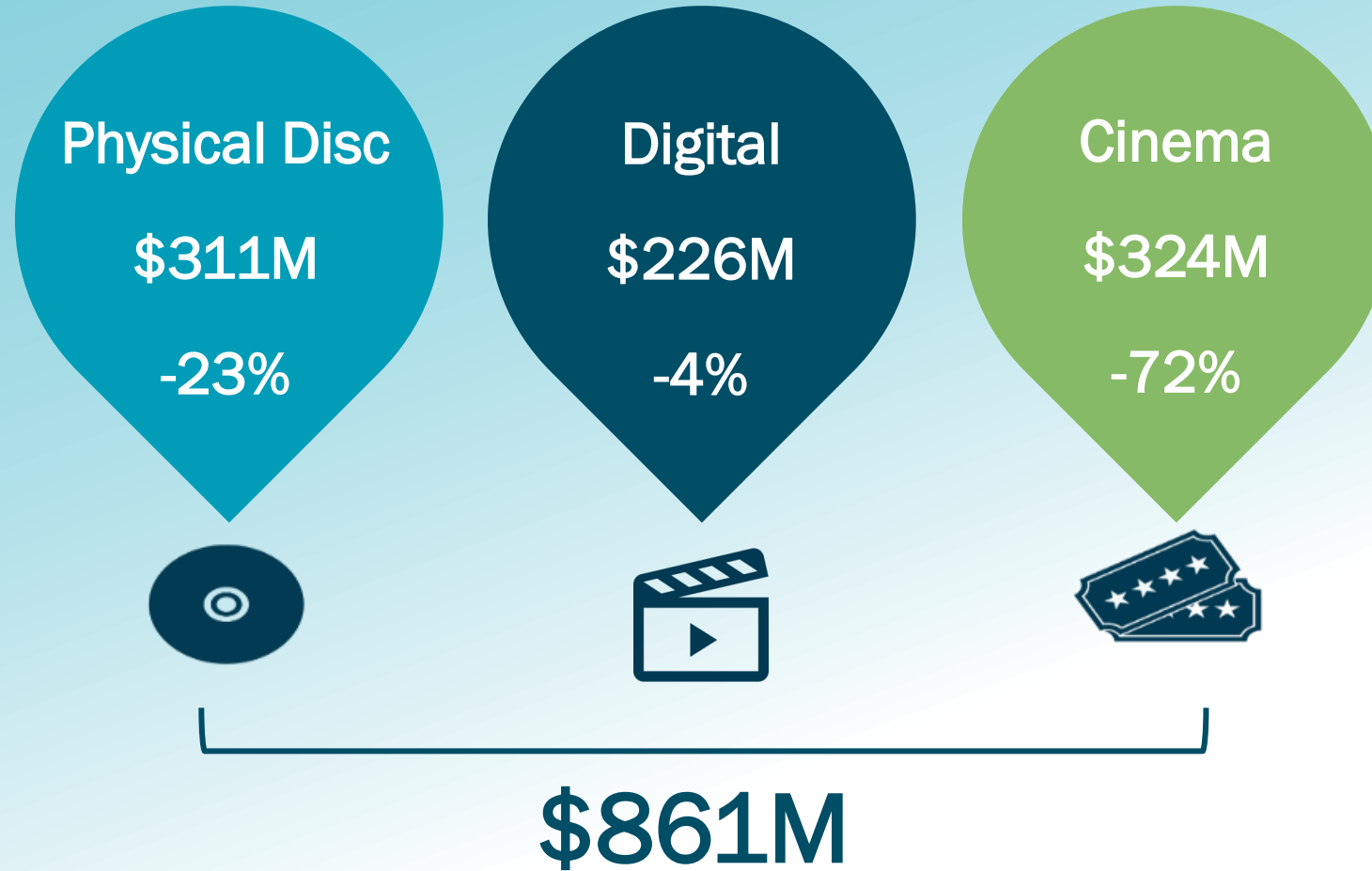
Wonder Woman (\$24M) & The Croods (\$18M) were the top performing box office releases in Q4

17.3M Australians now have access to some form of pay TV or SVOD service (+16% YOY), with all providers experiencing growth

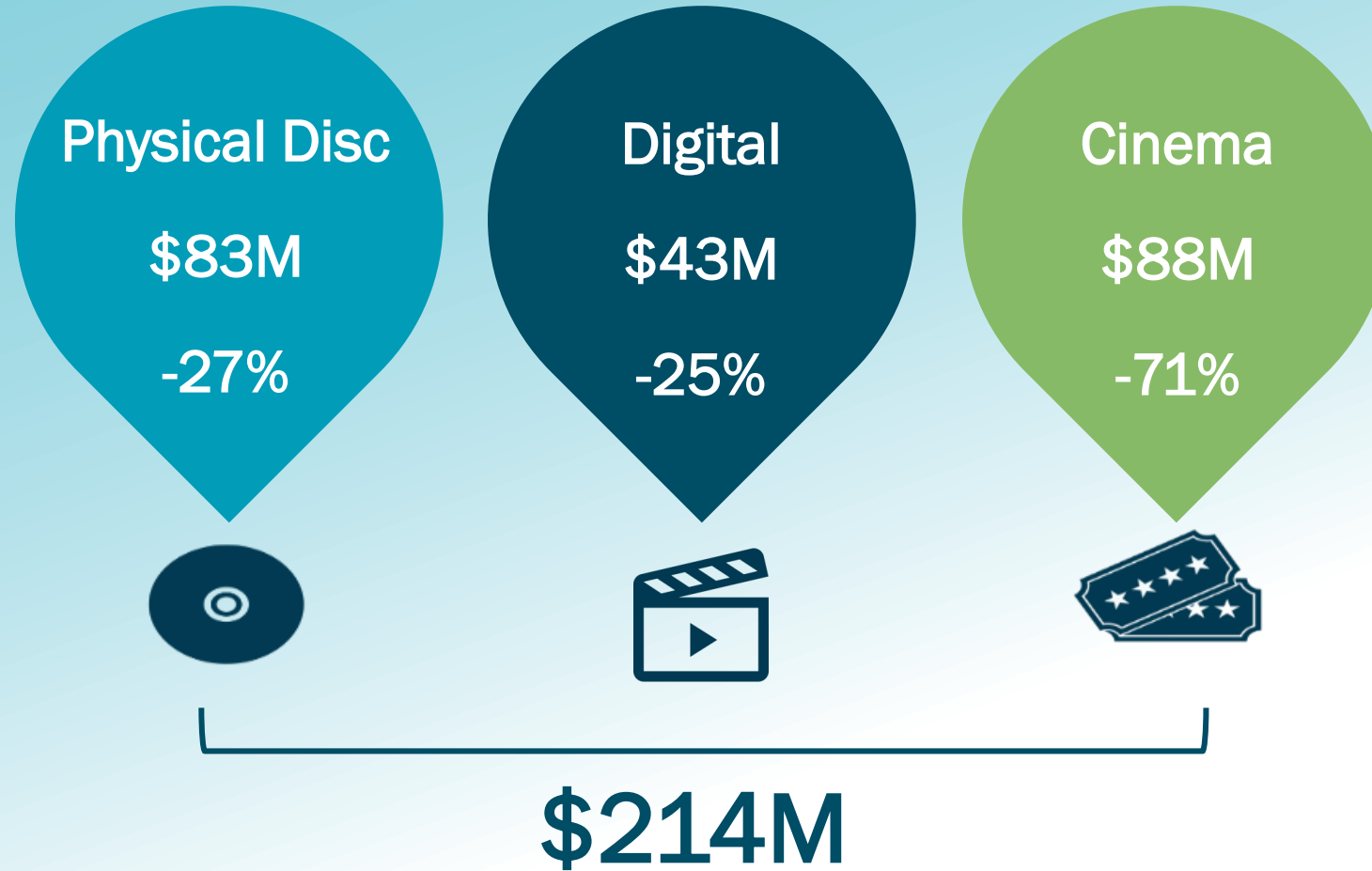
ANZSA piracy reduction strategies proving effective 2016 - 2020. Estimate that the volume of **piracy has fallen by 30-40%** in that period.

AUSTRALIA ENTERTAINMENT SPEND

\$861 MILLION SPENT IN 2020

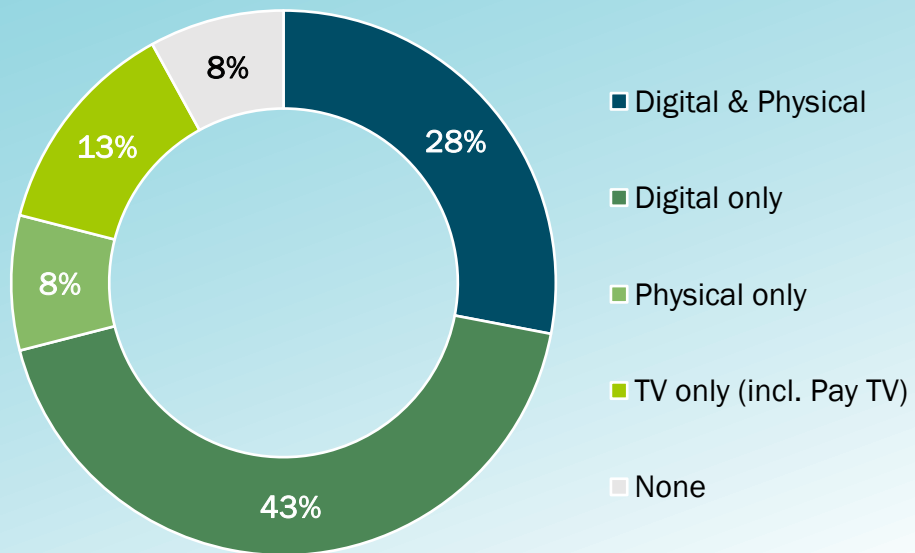


AUSTRALIA ENTERTAINMENT SPEND OVER \$200 MILLION SPENT IN Q4



CONSUMERS CONTINUE TO ACCESS CONTENT IN MULTIPLE WAYS

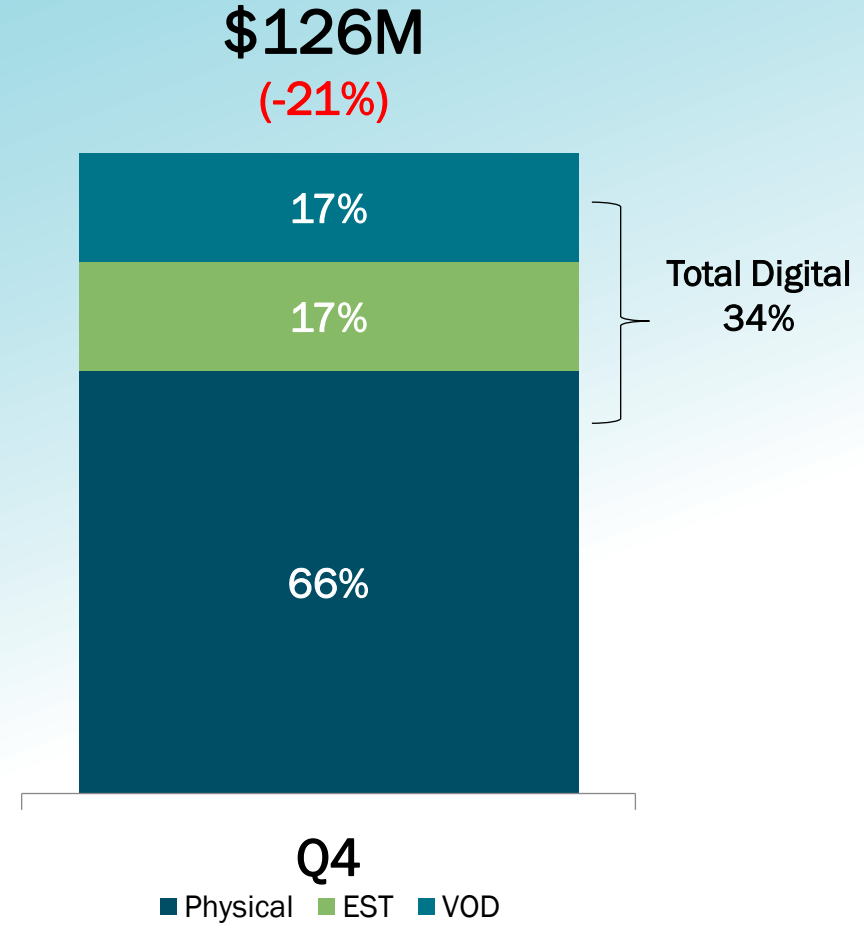
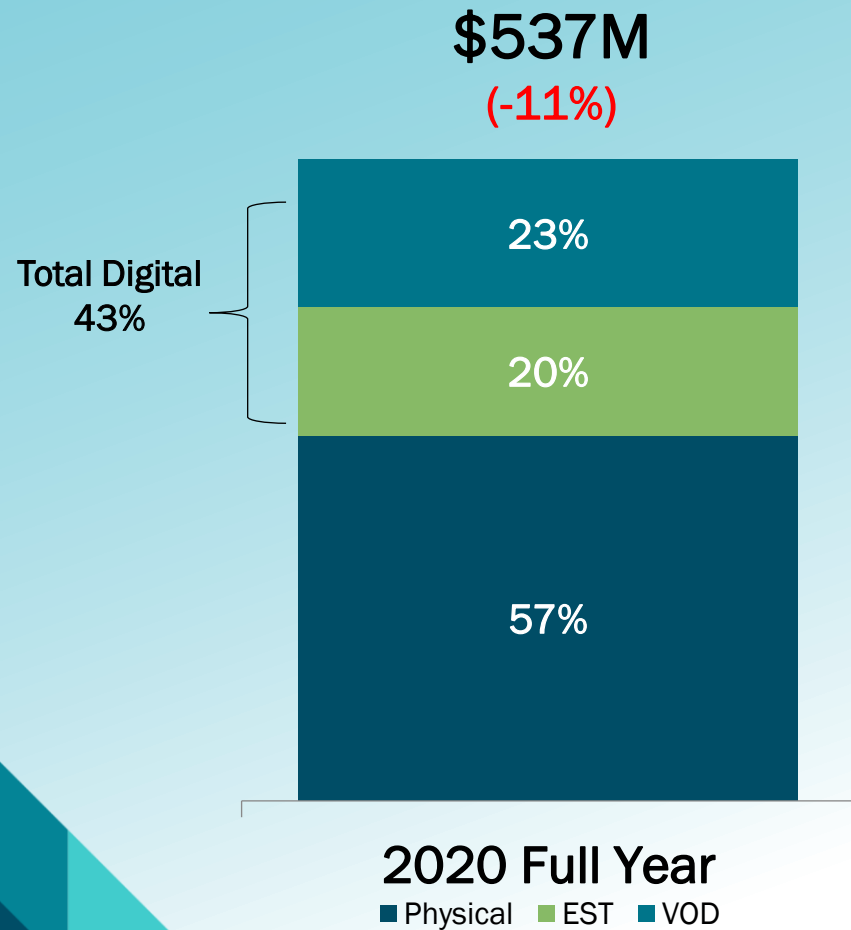
WHICH OF THE FOLLOWING HAVE YOU WATCHED IN THE LAST MONTH : Q1, 2021



CONSUMPTION UPDATE

- Consumers continue to access content in a variety of ways, with several factors driving choice (gifting, only want to watch once, ownership, special features, value)
- 'TV Only (Incl. Pay TV)' Segment fell from 18% in Q1 2020 to 13% in Q1 2021. 'Digital & Physical' also increased from 23% in Q1 2020 to 28% in Q1 2021. COVID lockdowns saw consumers expanding their viewing options leading to increases in both these segments

TOTAL HOME ENTERTAINMENT REVENUE CONTINUES TO SHIFT

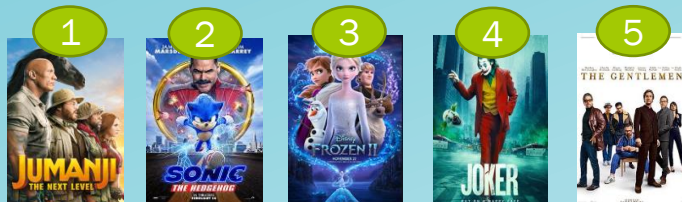


DIGITAL EST MARKET UPDATE

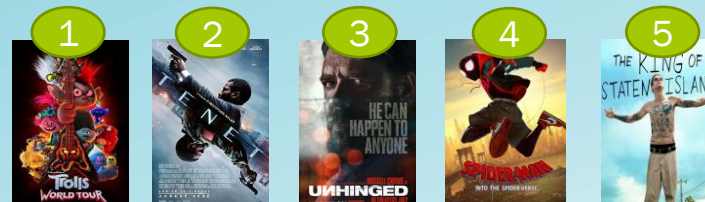


TOP 5 Film

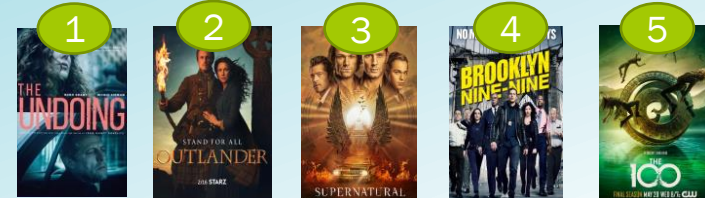
2020 Full Year



Q4



TOP 5 TV



-6%

2020

\$105M

-19%

Q4

\$21M



EST UPDATE

- Whilst the EST market performed strongly during the initial pandemic period in Q2, with April (+55%) & May (+29%), Q3 & Q4 saw the impact of less new releases in the market, which led to a slight full year decline of -6%.
- EST movies performed slightly better at -2% Vs. TV on EST at -12% for 2020
- Amazon Transactional (EST & VOD Film only) launched in May 2020

DIGITAL EST DISTRIBUTOR UPDATE

EST DISTRIBUTOR UPDATE

- Warner, Roadshow, Sony, Paramount & Defiant all experiencing Full Year EST market share growth
- No major monthly share shifts across the Q4 months, with the absence of major slate fluctuations

Distributor	2020 Market Share %	2020 Market Share Change (+/-)	OCT Market Share %	NOV Market Share %	DEC Market Share %
NBCU	21.1%	-1.9%	22.9%	24.1%	21.4%
Disney	26.6%	-3.0%	24.6%	23.0%	22.1%
Warner	18.4%	+2.6%	22.4%	19.6%	22.8%
Roadshow	8.1%	+1.0%	7.4%	6.7%	8.8%
Sony	14.2%	+2.8%	11.8%	12.7%	9.5%
HBO	4.3%	-3.0%	5.0%	4.2%	7.2%
Paramount	4.9%	+1.4%	4.1%	6.7%	6.1%
Madman	1.4%	-0.1%	1.4%	1.6%	1.3%
Defiant	0.4%	+0.2%	.06%	1.0%	0.4%

Digital Market Share % = Number of Transactions (Volume)

DIGITAL VOD MARKET UPDATE



TOP 5

2020 Full Year



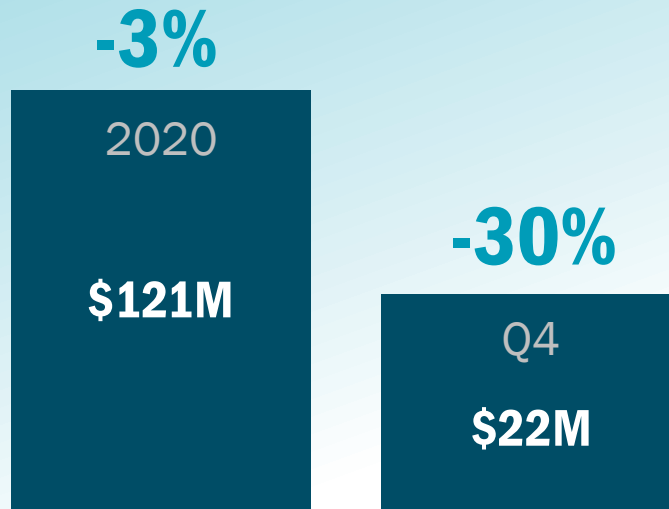
Q4



Please Note: Title rankings based on GfK Digital Data (Global Accounts Only)

VOD UPDATE

- VOD market performed strongly during the pandemic, with April (+49%) & May (+43%). However similar to the EST market, Q3 & Q4 was heavily impacted by the reduced New Release slate, leading to a full year VOD decline of -3%
- THE GENTLEMEN, GEMINI MAN & HUSTLERS performed well within the VOD space, with consumers more willing to digitally rent these titles
- BORAT featuring in the Q4 VOD charts, benefiting from Amazon Prime new BORAT release
- Amazon Transactional (EST & VOD Film only) launched in May 2020



DIGITAL VOD DISTRIBUTOR UPDATE

VOD DISTRIBUTOR UPDATE

- Roadshow, Sony, Madman & Defiant all experiencing Full Year VOD market share growth
- No major monthly share shifts across the months of Q4, with the absence of major slate fluctuations

Distributor	2020 Market Share %	2020 Market Share Change (+/-)	OCT Market Share %	NOV Market Share %	DEC Market Share %
NBCU	18.7%	-0.5%	19.1%	25.1%	22.4%
Disney	24.9%	-3.2%	26.3%	23.5%	27.3%
Roadshow	15.1%	+3.9%	13.8%	11.2%	11.6%
Sony	16.9%	+1.0%	12.5%	11.6%	13.8%
Warner	12.5%	-1.5%	18.1%	13.0%	14.6%
Paramount	7.0%	0.0%	6.0%	6.2%	5.9%
Madman	2.7%	+0.04%	3.0%	5.4%	1.7%
Defiant	1.7%	+0.2%	1.0%	3.7%	2.4%

Digital Market Share % = Number of Transactions (Volume)

PHYSICAL MARKET UPDATE



TOP 5

2020 Full Year



Q4



-23%

2020

\$311M

-27%

Q4

\$83M

DISC UPDATE

- Whilst the physical market had significant challenges within the Film New Release segment, due to the impact of COVID & theatrical slate changes, the TV & Film Catalogue market remained relatively buoyant
- Film Catalogue segment performed better than the overall market decline at -15% in 2020, with 'Deep Catalogue' (>12 months old) performing at -9%. HARRY POTTER & LORD OF THE RINGS Box Sets top selling catalogue titles in market
- TV segment also performed better than the overall market at -11% in 2020. GAME OF THRONES, OUTLANDER & NCIS top franchises in 2020
- Q4 saw steeper declines for the physical market versus the full year performance, this decline driven by the significantly reduced new release slate. New Release Film was -70% in Q4, while Film Catalogue was -12% for the same period

PHYSICAL DISTRIBUTOR UPDATE

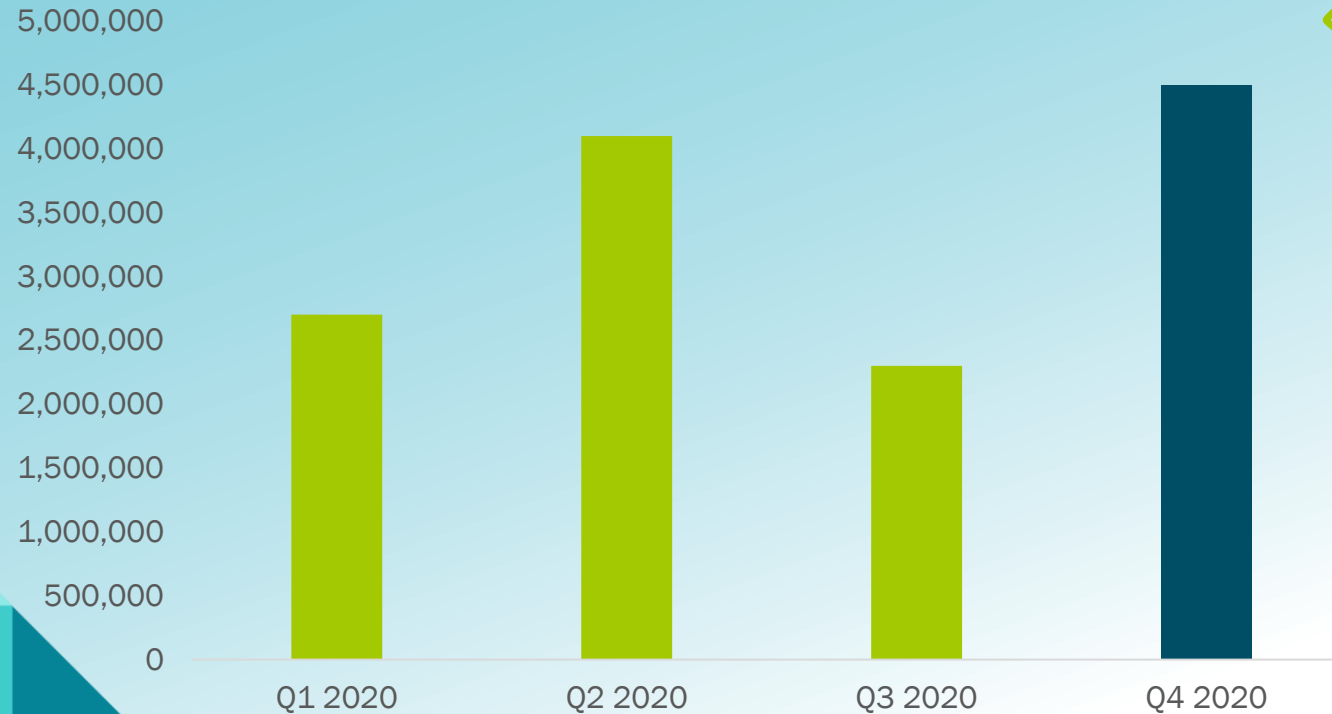
PHYSICAL DISTRIBUTOR UPDATE

- Universal Sony, Madman, Defiant, Shock & Others all achieving 2020 market share gains
- Universal Sony, Madman, Defiant, Shock & Others also achieving market share gains within Q4 2020

Distributor	2020 Market Share %	2020 Market Share Change (+/-)	2020 Value % Change	Q4 Market Share %	Q4 Market Share Change (+/-)	Q4 Value % Change
UNIVERSAL SONY (inc. PHE)	39.0%	+5.2%	-11%	38.1%	+1.0%	-25%
DISNEY (Incl. Fox)	20.6%	-7.0%	-43%	17.9%	-5.3%	-44%
ROADSHOW	22.5%	-3.1%	-32%	22.5%	-3.2%	-36%
MADMAN ENTERTAINMENT	11.2%	+4.3%	+24%	14.4%	+6.6%	+35%
DEFIANT	1.2%	+0.3%	-1%	1.2%	+0.5%	+28%
BEYOND	1.3%	-0.7%	-50%	0.2%	-2.4%	-95%
SHOCK RECORDS	2.8%	+0.9%	+14%	4.5%	+2.5%	+63%
OTHERS	1.4%	+0.2%	+14%	1.2%	+0.1%	-18%
TOTAL			-23%			-27%

4K ULTRA HD GENERATING OVER \$13M IN 2020

UHD 4K Sales Value By Quarter



4K ULTRA HD

4K ULTRA HD UPDATE

- The UHD 4K market was down -12% in 2020, while Q4 saw slight YOY growth of +4%
- While New Release was a challenging segment for the 4K market due to the limited slate, catalogue generated some exceptional growth +28%
- STAR WARS EPISODE IX THE RISE & JOKER top selling UHD 4K titles in 2020, while TENET led the way in Q4

THEATRICAL UPDATE



TOP 5

2020 Full Year



Q4



-72%

2020

\$324M

-71%

Q4

\$88M

Theatrical Box Office



THEATRICAL UPDATE

- Following a buoyant January period which saw box office up by 9%, 2020 saw significant declines due to cinema closures across the nation in Q2 due to COVID lockdowns
- Q3 saw the reopening of theatres across the nation, with consumers slowly returning to cinema, Tenet & Trolls World Tour led the box office resurgence. Wonder Woman & Croods also performed exceptionally well in Q4
- Australian films grossed \$22.6m in 2020, The Invisible Man (\$9m) & Rams (\$4.4m)
- Expecting a strong pipeline of theatrical content to hit theatres in 2021, once the US & UK rollout COVID vaccinations

SUBSCRIPTION & PAY TV SERVICES UPDATE

17.3m

83% Australians had access to some form of pay TV or SVOD service (+16% YOY)

SVOD & PAY TV UPDATE

- SVOD services have all seen growth in the pandemic, with Netflix, Stan, Amazon Prime Video and Disney+ all recording significant gains in viewership
- New entrants 'Disney +' & 'Amazon Prime' have added significant market share in a short amount of time
- 'Binge' (May 2020) & 'BritBox' (Nov 2020) both launching in 2020

